

Message Text

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41

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CIAE-00 DODE-00 INR-07 NSAE-00

PA-02 USIA-15 PRS-01 SP-02 DOTE-00 FAA-00 NASA-02

ERDA-07 /056 W

----- 003493

R 301701Z MAY 75

FM AMEMBASSY COPENHAGEN

TO AMEMBASSY PARIS

INFO SECSTATE WASHDC 985

USDOC WASHDC

UNCLAS COPENHAGEN 1566

E.O. 11652: N/A

TAGS: BEXP, EAIR, DA

SUBJ: PARIS AIR SHOW, 1975

REF: A) PARIS 13044; B) COPENHAGEN 1501 C)COPENHAGEN
1228

PARIS FOR BILL WARNES

USDOC FOR BELDEN/FIELD/RUFFNER

1. EMBASSY HAS NOT RECEIVED PARIS OM OF 4/25/75. HOWEVER,
BASED UPON LIST OF EXHIBITORS, DANISH BUSINESS COMMUNITY
HAS BEEN INFORMED OF GENERAL INTEREST OF US FIRMS IN
ENTERING DANISH MARKET.

2. AS PER REF B, EMBASSY IS SENDING FSL SEEHUSEN TO
PAS JUNE 2-4 IN ORDER TO ASSIST NTM FIRMS, AND FOLLOW
UP WITH POTENTIAL DANISH AGENTS.

3. EMBASSY CAMPAIGN ACTIVITIES INCLUDED APPROX.
45 PHONE CALLS AND PERSONAL BLUE RIBBON CALLS TO
SELECTED DANISH FIRMS, INCLUDING AIRLINES, GENERAL
AVIATION, SUPPLY AND REPAIR STATIONS, AVIONICS AGENTS
AND DISTRIBUTORS, AND DANISH AIR FORCE. AS PER REF. C,
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EMBASSY HAS COORDINATED VISIT OF GROUP OF 120 DANISH

MILITARY/BUSINESS VISITORS THROUGH PERSONAL CONTACTS.

A GROUP OF 11 HIGH-RANKING OFFICERS OF THE DANISH AIR FORCE VISITING THE PAS HAS ALSO BEEN INFORMED OF THE US PAVILION. FURTHER, THE DANISH BUSINESS COMMUNITY HAS BEEN INFORMED ABOUT THE US PARTICIPATION IN THE PAS THROUGH THE EMBASSY'S COMMERCIAL NEWSLETTER, WHICH IS DISTRIBUTED TO INDUSTRY, TRADE, AND SELECTED BUSINESS ORGANIZATIONS.

4. GENERAL PRESS COVERAGE, BOTH OF ENTIRE PAS AND US PAVILION HAS BEEN MINIMAL. DANISH ENGINEERING WEEKLY (LARGEST PROFESSIONAL ENGINEERING TRADE MAGAZINE) HAS HAD TWO PAGE COVERAGE OF PAS, BUT MAINLY FOCUSING ON DUTCH BELGIUM, NORWEGIAN, DANISH SCHISM ON PROCUREMENT OF LIGHT WEIGHT FIGHTER RATHER THAN PAS AND US PAVILION. DESPITE LACK OF PRESS COVERAGE WE HAVE, THROUGH PHONE AND VISIT CAMPAIGN, AROUSED OPTIMAL INTEREST IN APPROPRIATE DANISH BUSINESS CIRCLES.
CROWE

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NNN

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